

Issues/Programs Report
Q1'16
Radio 1300 WKQK
Cocoa Beach, FL

ISSUE: With the growing population of people over the age of 60 in Brevard, how can we help make them aware of support and services available to them?

Discussion of Issue:

As is true for most of Florida, Brevard's population of individuals age 60 and over continues to grow, with this group comprising about 22 percent of the county's total population. Brevard provides support services to its older citizens, although many in this group are not aware of what is available.

Programming:

WKQK addressed this issue in its first quarter of operation through the use of Public Service Announcements. The station aired over 90 PSAs in total, and approximately 15 percent of these disseminated information about services for seniors. Examples include Aging Matters, Veterans Services, the Alzheimer's Association, Meals on Wheels, Senior Assisted Living, and the Center for Independent Living.

The station also announced in its regular programming specific activities and programs being held throughout the county intended for the senior population, including those occurring at senior centers, parks and recreation sites, veterans organizations, and local hospitals, to name a few examples.

WKQK's format plays both PSAs and regular news content, so most of these announcements played multiple times each day.